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ENFORCEMENT OF IP RIGHTS IN THIRD COUNTRIES IS KEY FOR BUSINESS
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UNICE welcomes the adoption by the Commission of a strategy paper for the enforcement of intellectual property rights in third countries. This strategy paper defines priority actions aimed at reducing the level of violations of intellectual property rights worldwide.

UNICE has always campaigned in favour of a determined fight against counterfeiting and piracy and this is why it now wants to voice its full support for this Commission strategy encompassing anti-counterfeiting and anti-piracy actions and measures.

In recent years, the growing scale of counterfeiting and piracy has been posing a critical challenge to the interests of European companies. Counterfeiters target all types of products protected by an intellectual property right. This situation deprives right-holders from the revenue of their investment in R&D, puts at stake the integrity and value of intellectual property and can have an impact on consumer and product safety.

Philippe de Buck, Secretary General of UNICE, said: "Ensuring strong and effective enforcement of intellectual property rights is key to boost innovation and R&D and the Commission strategy paper is a positive step in the right direction".

Note to the editor:

UNICE is the official voice of more than 20 million small, medium and large companies.

Active in European affairs since 1958, UNICE's members are 36 central industrial and employers federations from 30 countries, working together to achieve growth and competitiveness in Europe